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ABSTRACT

A proposed Spanish-speaking pilot broadcasting program in the Los Angeles area is described in this prospectus. The purpose of Americas Unidas, a proposed non-profit California corporation, will be to do research and development, production, distribution, and broadcasting of educational films and other audiovisual materials for the Spanish-speaking community. The prospectus includes general information on Americas Unidas' intentions towards the acquisition of an educational cable television channel. The primary purpose of this document is to state the basic concept of the organization for the benefit of potential financial underwriters. (MC)

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Americas Unidas; Pilot Broadcasting Program

Los Angeles, California

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AREAS OF INQUIRY

1. What is the approximate number of Spanish-speaking Americans in the United States, including its territories, dependencies and Puerto Rico? Where do they live? What are the facts concerning levels of education? Standards of living? Income? How do these factors compare with those for the population as a whole?

2. What are the general and specific educational needs of Spanish-speaking Americans? What is currently being done to supply those needs?

3. How can audio-visual educational materials help supply the educational needs of Spanish-speaking Americans?

4. What is being done in research, development, production and distribution of Spanish language audio-visual materials? What is available? What specific needs does such material serve? To whom is it directed? How is it made available to the Spanish-speaking American public?

5. What is the experience of other countries in research, development and production of educational audio-visual materials? What is their experience in distribution of such materials? What Spanish language audio-visual materials are available from sources outside the United States? What is the nature and quality of such materials? What needs are they intended to serve?

6. What is the experience of such countries as Spain and Italy in the use of television for public education? What audio-visual materials have been effective in public education through television? Why? What sort of television programming has proved most effective for purposes of public education?

7. What information is available concerning the use of television for educational purposes? For purposes of educating the general public? What sort of audio-visual materials have been most effective for this purpose? What sort of overall television programming has been most effective?

8. What is the experience of the television cable systems in the use of cable television for purposes of educating the general public? What research and development has been done? What information is available? Has cable television been used effectively for this purpose? How? Does cable television have

any unique features or characteristics which make it particularly useful in delivering educational audio-visual materials to the general public?

9. What sort of physical delivery system does cable television have at the present? What sort of system does it expect to establish in the foreseeable future? What new technological developments exist which will affect cable television? What developments are expected in the foreseeable future?

10. What delivery or broadcasting systems exist for both commercial and cable television which might serve as a delivery system for Spanish-language educational audio-visual materials? What is anticipated?

11. What schools, churches, community groups and other organizations or institutions exist which might use Spanish language educational audio-visual materials if such materials were available?

12. How might high-quality Spanish language educational audio-visual materials be used effectively outside the United States? Who would such users be and how would they gain access to the materials?

13. What Spanish language educational audio-visual materials are available which were financed or produced by the United States Government or one of its agencies? What is the nature and quality of such materials? Who uses them? How effective are they? How are they made available to the public?

14. What is the function of the National Audio-visual Center in Washington, D.C.? What Spanish language educational materials are available from the National Audiovisual Center? Which of those materials are available in both Spanish and English?

15. How are films distributed by the National Audiovisual Center made available to the public? What guidelines does the Center use in determining whether to sell, rent or loan its films? Are any Spanish language educational films available free of charge? If so, to whom?

16. How are the programming needs of commercial television met? Where is the "programming" produced? Who produces it? What is the approximate cost?

17. Is production of Spanish-language educational films and other audio-visual materials commercially feasible? If not, why not?

18. What research and development has been done in the production of health education films? Other audio-visual materials? What materials have proved most effective in educating the public in health matters? What sort of television programming is most effective for this purpose? Why might television be an effective means of delivering health education audio-visual materials to the public? To the Spanish-speaking public in particular?

19. What areas and subjects are most important in developing a program for research, development and production of Spanish language educational audio-visual materials? Why? What are suggested programs for (1) education of Spanish-speaking children; (2) health education; (3) language (instruction in both English language and Spanish); (4) integration of members of the Spanish-speaking public into the culture and society of the United States; (5) instruction of Spanish-speaking people in practical skills, trades, etc.

20. Why is it appropriate that the United States Government finance a program for research, development and production of Spanish language audio-visual educational materials?

21. What benefits could be derived from such a program, apart from education of the Spanish-speaking public, in the areas of:

(a) use of television for public education;
(b) use of audio-visual materials for health education;
(c) improvement of international relations and education of peoples outside the United States?

22. To what extent might an organization whose function is to research, develop and produce Spanish language educational films and other audiovisual materials become wholly or partially self-sustaining? What income could be realized from the sale and rental of such materials to users (commercial and cable television, schools, community organizations, government agencies, etc.) in the United States and in other countries? What is the potential worldwide market for such materials? What is the financial experience of the National Audiovisual Center with respect to gross receipts, expenses of operation, costs of production, etc. What sort of inventory would be necessary before such organization could become self-supporting in any significant way? What is the estimated cost of production of such inventory?

AMERICAS UNIDAS

PILOT BROADCASTING PROGRAM

It may be advisable for Americas Unidas to engage in a pilot broadcasting program in the Los Angeles area. Los Angeles offers:

(1) a large potential audience of Spanish-speaking people whose living standards, educational levels and needs are somewhat typical of Spanish-speaking Americans in other locations;

(2) access to the great pool of talent necessary to the creation and production of high-quality films and videotapes;

(3) access to the educational resources of great universities and medical resources of such organizations as City of Hope;

(4) cooperation of key components of the cable television industry.

A pilot broadcasting program in Los Angeles would involve:

(1) Acquisition of a cable television channel in Los Angeles and the technical and administrative (and financial) assistance necessary to the creation and operation of an "educational" television station specifically oriented

to the local Spanish-speaking community.

(2) Organization of an effective program designed to assist community members in acquiring hookups and subscriptions to cable television.

(3) Acquisition of high-quality materials from worldwide sources which have particular educational or entertainment value.

(4) Production of live shows of particular educational and/or entertainment value to the audience.

(5) Production of new educational films and videotapes.

(6) Programming management designed for most effective use of the channel and the materials for the overall educational purpose of the organization.

(7) Fund-raising and other projects designed to obtain the participation and involvement of members of the local community and some financial support from the community itself.

An educational broadcasting station for Spanish-speaking people in the Los Angeles area, operated as a part of the overall functions of Americas Unidas, could become a vital, living institution for the education, culture, health and general improvement of the community it serves. We would seek the continuing participation and involvement

of those persons and organizations in the community who have something of value to contribute to the broad educational purpose of the organization. The community itself should feel that the station is something for them--something which comes in part from them and which is directed to their needs as they know them to be--and not something which is imposed upon them from without by an unseen alien power. Community participation, involvement and commitment could be of vast importance to the effectiveness of the entire program. It would help motivate the audience to watch the educational programs. It would help supply funds necessary for the operation of the program, through community fund-raising projects. It would provide a constant vital interaction between the station, the community and those persons and organizations to whom the station would serve as a stage or forum. And it would help to make grass-roots truth of the real people and their needs the testing ground of the effectiveness of the entire broadcasting operation.

AMERICAS UNIDAS

STATEMENT OF THE CONCEPT

Americas Unidas will be a California non-profit corporation formed for the purpose of doing research and development, production, distribution and broadcasting of educational films and other audiovisual materials for the purpose of educating Spanish-speaking Americans.

Some of the programs and activities the organization will be concerned with are as follows:

(1) Research and development in the creation and production of the most effective educational films and other audiovisual materials possible which are specifically oriented towards educational needs of Spanish-speaking Americans.

(2) Production of such materials, making use of primarily Spanish-speaking casts and crews.

(3) Acquisition and selection of relevant educational materials from worldwide sources which are consistent with the purpose and standards of the organization.

(4) Making the materials available to the public in this country. Users will include cable and non-cable television, educational institutions, industry, churches, community action groups, etc., using guidelines somewhat similar to those established by the National Audiovisual Center in Washington, D.C. That is, the materials are for sale, rent or loan to qualified users.

(5) Making the materials available to users in other countries (sale, rental or loan)

experts in the fields of Latin affairs, government, education, films, educational films, television, sociology, psychology, etc.

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(5) Making the materials available to users in other countries (sale, rental or loan).

(6) Acquisition of cable television channels in areas containing significant numbers of Spanish-speaking people. Obtain the hookups and the technical and financial assistance necessary to establish a system of effective delivery of educationally-oriented programming to the Spanish-speaking public.

(7) Establish a continuing program of research and development for the purpose of designing the most effective educational television programming possible.

The organization will be concerned with the following major phases of activity:

(1) Research and Development

Our organization will be primarily concerned with educational software. Among the questions we will be concerned with are the following:

(a) How to create and produce the materials which are as effective as possible and which are directed towards the real needs of the community which we seek to serve;

(b) How to arrange the entire programming on a television station so that the people will actually watch the educational materials we will make available through broadcasting;

(c) How to most effectively distribute the educational

materials in ways other than television broadcasting.

(2) Production

We will produce a significant number and variety of educational films and other audiovisual materials in such fields as health, language, education and culture, human relations, social sciences, safety, science, and job and trade training. We will produce individual films and entire "courses" in all of the above-mentioned areas. Besides actual production, we will gather and select relevant existing materials from world-wide sources and make these available to our users.

(3) Distribution

In addition to our broadcasting activities, we will attempt to actively distribute our inventory to television (cable and non-cable), educational institutions, industry, government and the general public. Our objective is to achieve the most efficient use of our audiovisual materials. These materials will be for sale, rent or loan to qualified users. For example, a job-training course will be for sale or rent to an industrial user. Health education films will be available free of charge on a loan basis to a church or community action group. We intend to eventually distribute to users on a worldwide basis. We expect revenues derived from

the sale and rental of the materials to educational institutions, industry, foreign governmental agencies, etc. to enable us to eventually be self-sustaining, at least in part. Additional revenues should be generated from the television broadcasting activities of the organization.

(4) Broadcasting

We hope to obtain a cable television channel for the Los Angeles area. We hope to eventually obtain similar channels for all areas of the United States which contain significant numbers of Spanish-speaking people. We hope to use these stations and our films and audiovisual materials in a broad program of public education through the media of television. This will be an experiment in mass education in a way and on a scale which has never before been attempted.

All of this will obviously require a substantial amount of money. We will seek grants and donations from government, private foundations, industry and local communities. We will be helping others to help themselves and we will be at least partially self-sustaining after a certain point in our inventory buildup and distribution organization. Insofar as local communities are concerned, in those areas where we

have an active educational broadcasting station, we intend to involve local Spanish-speaking communities in fund-raising and in participation in the educational activities and programs of the organization.